COMMUNITY SATISFACTION STUDY

CONDUCTED FOR THE
CITY OF EASTVALE

PRESENTED BY
TIMOTHY McLARNEY PH.D.

2/28/2019
PURPOSE OF STUDY

- Identify key issues of importance & factors that affect quality of life
- Measure City’s performance in meeting residents’ needs
- Gather opinions on topics such as public safety, economic development, housing, homelessness, transportation and traffic mobility, and funding priorities
- Explore City-resident communication and community engagement
METHODOLOGY OF STUDY

- Conducted January 19\textsuperscript{th} to February 4\textsuperscript{th}, 2019
- Mixed Methodology
  - Recruited via mail, email, and phone
  - Online and telephone data collection
  - English, Spanish & Mandarin Chinese
- Random sample of 1,178 residents
  - Overall margin of error: ± 2.81%
- Average interview length: 18 minutes
RATING EASTVALE

Eastvale as a place to raise a family
The overall quality of life in Eastvale
Eastvale as a place to retire
Eastvale as a place to shop
Eastvale as a place to work
Eastvale as a place to dine

% Respondents

<table>
<thead>
<tr>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
<th>Very poor</th>
<th>Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>51.3</td>
<td>39.2</td>
<td>6.7</td>
<td>2.1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>34.0</td>
<td>55.8</td>
<td>9.0</td>
<td>1.1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>17.7</td>
<td>31.5</td>
<td>25.0</td>
<td>10.7</td>
<td>5.5</td>
<td>9.5</td>
</tr>
<tr>
<td>8.0</td>
<td>29.8</td>
<td>39.0</td>
<td>17.3</td>
<td>5.7</td>
<td></td>
</tr>
<tr>
<td>8.0</td>
<td>21.3</td>
<td>23.6</td>
<td>15.8</td>
<td>6.0</td>
<td>25.3</td>
</tr>
<tr>
<td>7.0</td>
<td>19.4</td>
<td>38.0</td>
<td>23.1</td>
<td>12.0</td>
<td></td>
</tr>
</tbody>
</table>
CHANGES TO IMPROVE EASTVALE

- Provide more shopping, dining options: 35.0%
- Reduce traffic congestion: 10.5%
- Limit growth, development: 10.0%
- Not sure / Cannot think of anything: 9.7%
- Increase police presence, faster response, have own police dept: 9.3%
- Increase recreational facilities, programs: 6.9%
- Engage in economic development: 6.7%
- Improve, maintain streets and roads: 5.1%
- Improve schools, education: 4.6%
- Improve public safety: 3.9%
- Reduce taxes, fees: 3.7%
- Requests for specific types of development: 3.7%
- No changes needed / Everything is okay: 2.3%
- Improve parking: 2.0%
- Enforce traffic laws: 1.7%
- Provide assistance to disabled, seniors: 1.4%
- Cleaner city, improve landscape: 1.3%
- Enforce City codes: 1.2%
- More street lighting: 1.2%
- Improve public transportation: 1.2%
- Address homeless issues: 1.2%
- Improve environmental efforts: 1.1%
- Provide more bike lanes, walking paths: 1.0%
- Improve community services, facilities: 0.9%
- Improve traffic light synchronization: 0.9%
- Improve downtown area: 0.7%
- Reduce, relocate agricultural areas: 0.7%
- City Council change, improvement: 0.6%
- Provide more affordable housing: 0.6%
- Lower utilities rates: 0.6%
- Address water issues, conservation: 0.6%
OVERALL SATISFACTION WITH CITY SERVICES

- Very satisfied: 30.1%
- Somewhat satisfied: 52.0%
- Not sure: 6.2%
- Prefer not to answer: 0.8%
- Somewhat dissatisfied: 8.6%
- Very dissatisfied: 2.4%

Overall, the majority of respondents are very satisfied with city services.
IMPORTANCE OF SERVICES

- Providing fire protection and emergency medical services: 69.7% Extremely important, 26.3% Very important
- Maintaining city streets and roads: 61.4% Extremely important, 34.1% Very important
- Providing law enforcement services: 70.9% Extremely important, 23.3% Very important
- Maintaining parks and recreation areas: 49.1% Extremely important, 41.6% Very important
- Providing trash collection and recycling services: 50.4% Extremely important, 38.7% Very important
- Managing growth and development: 48.3% Extremely important, 38.8% Very important
- Promoting economic development for an economically vibrant community: 44.5% Extremely important, 39.4% Very important
- Addressing issues that can negatively impact community character, like abandoned vehicles, yards not being properly maintained, illegal dumping, unpermitted construction: 52.2% Extremely important, 30.7% Very important
- Addressing homelessness: 49.7% Extremely important, 32.4% Very important
- Providing recreation programs for all ages: 36.9% Extremely important, 40.4% Very important
- Holding special community events like summer concerts, movies in the park, holiday celebrations like Picnic in the Park, Fall Festival, Winter Wonderland: 28.7% Extremely important, 36.3% Very important
- Providing cultural and public art: 18.2% Extremely important, 28.3% Very important
SATISFACTION WITH CITY SERVICES

% Respondents Who Provided Opinion

- Very satisfied
- Somewhat satisfied
- Somewhat dissatisfied
- Very dissatisfied

<table>
<thead>
<tr>
<th>Service</th>
<th>Very satisfied</th>
<th>Somewhat satisfied</th>
<th>Somewhat dissatisfied</th>
<th>Very dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maintain parks and recreation areas</td>
<td>53.0</td>
<td>42.2</td>
<td>4.8</td>
<td></td>
</tr>
<tr>
<td>Provide fire protection and emergency medical services</td>
<td>57.6</td>
<td>36.7</td>
<td>5.1</td>
<td></td>
</tr>
<tr>
<td>Hold special community events</td>
<td>52.9</td>
<td>41.2</td>
<td>5.9</td>
<td></td>
</tr>
<tr>
<td>Provide trash collection and recycling services</td>
<td>57.2</td>
<td>35.3</td>
<td>6.6</td>
<td></td>
</tr>
<tr>
<td>Provide recreation programs for all ages</td>
<td>40.6</td>
<td>45.7</td>
<td>10.6</td>
<td>3.3</td>
</tr>
<tr>
<td>Provide law enforcement services</td>
<td>40.3</td>
<td>40.6</td>
<td>12.8</td>
<td>6.3</td>
</tr>
<tr>
<td>Promote economic development for economically vibrant community</td>
<td>29.7</td>
<td>50.7</td>
<td>16.6</td>
<td>3.3</td>
</tr>
<tr>
<td>Maintain city streets and roads</td>
<td>37.8</td>
<td>42.5</td>
<td>14.0</td>
<td>5.7</td>
</tr>
<tr>
<td>Address issues that can negatively impact community character</td>
<td>32.4</td>
<td>46.3</td>
<td>16.1</td>
<td>5.2</td>
</tr>
<tr>
<td>Manage growth and development</td>
<td>29.5</td>
<td>44.6</td>
<td>18.7</td>
<td>7.2</td>
</tr>
<tr>
<td>Provide cultural and public art</td>
<td>21.3</td>
<td>52.3</td>
<td>19.2</td>
<td>7.2</td>
</tr>
<tr>
<td>Address homelessness</td>
<td>28.4</td>
<td>44.1</td>
<td>19.8</td>
<td>7.7</td>
</tr>
</tbody>
</table>
## Perception of Transportation Mobility

<table>
<thead>
<tr>
<th>Transportation Mobility</th>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
<th>Very poor</th>
<th>Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transportation mobility on bike lanes, trails, and sidewalks</td>
<td>21.6</td>
<td>42.2</td>
<td>20.5</td>
<td>6.1</td>
<td>6.9</td>
<td></td>
</tr>
<tr>
<td>Overall road safety in Eastvale</td>
<td>17.4</td>
<td>44.1</td>
<td>25.9</td>
<td>8.0</td>
<td>3.2</td>
<td></td>
</tr>
<tr>
<td>Transportation mobility on major streets within Eastvale</td>
<td>16.4</td>
<td>39.7</td>
<td>26.1</td>
<td>11.5</td>
<td>4.2</td>
<td></td>
</tr>
<tr>
<td>Overall transportation mobility in Eastvale</td>
<td>13.8</td>
<td>41.4</td>
<td>23.6</td>
<td>11.3</td>
<td>4.5</td>
<td></td>
</tr>
<tr>
<td>Transportation mobility on freeways and highways in the areas surrounding Eastvale</td>
<td>9.1</td>
<td>28.2</td>
<td>30.4</td>
<td>19.6</td>
<td>11.2</td>
<td></td>
</tr>
<tr>
<td>Transportation mobility around schools within Eastvale</td>
<td>11.3</td>
<td>25.2</td>
<td>26.8</td>
<td>17.2</td>
<td>9.9</td>
<td>9.7</td>
</tr>
</tbody>
</table>

% Respondents

The chart illustrates the percentage of respondents who perceive transportation mobility in various areas of Eastvale as excellent, good, fair, poor, very poor, or not sure.
SATISFACTION WITH CITY EFFORTS TO ADDRESS ROADWAY SAFETY

- Very satisfied: 25.2%
- Somewhat satisfied: 52.3%
- Somewhat dissatisfied: 14.1%
- Very dissatisfied: 6.5%
- Not sure: 1.5%
- Prefer not to answer: 0.4%
### CURRENT AMOUNT OF HOUSING

<table>
<thead>
<tr>
<th>Type of Housing</th>
<th>Too little</th>
<th>About right / Not sure</th>
<th>Too much</th>
<th>Prefer not to answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior housing, designed to meet the needs of older residents</td>
<td>45.6</td>
<td>48.8</td>
<td>4.1</td>
<td></td>
</tr>
<tr>
<td>Mixed-use, which is residential housing units built on top of or next to office, retail, and restaurant businesses</td>
<td>25.8</td>
<td>60.4</td>
<td>12.0</td>
<td></td>
</tr>
<tr>
<td>Workforce housing that is affordable for middle-income families</td>
<td>25.7</td>
<td>59.9</td>
<td>13.1</td>
<td></td>
</tr>
<tr>
<td>Multi-family housing that is affordable for low-income families</td>
<td>20.6</td>
<td>50.4</td>
<td>26.1</td>
<td>3.3</td>
</tr>
<tr>
<td>Apartments</td>
<td>17.0</td>
<td>55.6</td>
<td>25.8</td>
<td>2</td>
</tr>
<tr>
<td>Condominiums</td>
<td>15.4</td>
<td>61.1</td>
<td>22.4</td>
<td>1</td>
</tr>
<tr>
<td>Detached, single family homes</td>
<td>9.7</td>
<td>59.9</td>
<td>30.2</td>
<td></td>
</tr>
</tbody>
</table>
PERCEPTION OF CITY STAFF

% Respondents Who Interacted With City Staff in Past 12 Months

- Professionalism
  - Not at all: 5.3%
  - Somewhat: 30.7%
  - Very: 64.0%

- Accessibility
  - Not at all: 6.7%
  - Somewhat: 37.3%
  - Very: 51.1%

- Helpfulness
  - Not at all: 13.7%
  - Somewhat: 35.3%
  - Very: 56.1%

Q11 Perception of City Staff...
### FUNDING PRIORITIES

<table>
<thead>
<tr>
<th>Priority</th>
<th>High Priority</th>
<th>Medium Priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maintain local streets, improve intersections, synchronize traffic lights to improve transportation mobility</td>
<td>70.7</td>
<td>23.1</td>
</tr>
<tr>
<td>Enhance local dining and entertainment options</td>
<td>57.9</td>
<td>29.9</td>
</tr>
<tr>
<td>Attract new employers and jobs to Eastvale</td>
<td>54.7</td>
<td>30.7</td>
</tr>
<tr>
<td>Develop downtown area to be a focal point of the community, a place for residents to meet, connect</td>
<td>46.6</td>
<td>31.4</td>
</tr>
<tr>
<td>Improve, expand the network of walking paths, hiking trails to connect neighborhoods, schools, parks</td>
<td>25.6</td>
<td>40.9</td>
</tr>
<tr>
<td>Improve landscaping in public areas, along major streets in the City, including the installation of street trees</td>
<td>26.9</td>
<td>39.2</td>
</tr>
<tr>
<td>Build a new library</td>
<td>35.0</td>
<td>30.7</td>
</tr>
<tr>
<td>Build a permanent City Hall and Civic Center</td>
<td>31.3</td>
<td>32.0</td>
</tr>
<tr>
<td>Offer more and expanded recreation programs including youth, adult sports leagues</td>
<td>18.6</td>
<td>43.9</td>
</tr>
<tr>
<td>Offer more community programs, events, festivals like movies, concerts in the park, Picnic in the Park, Fall Festival, Winter Wonderland</td>
<td>19.3</td>
<td>38.5</td>
</tr>
<tr>
<td>Promote cultural and public art in the City</td>
<td>13.9</td>
<td>28.5</td>
</tr>
<tr>
<td>Offer affordable community center meeting rooms and facilities</td>
<td>12.6</td>
<td>29.5</td>
</tr>
</tbody>
</table>
SUPPORT FOR REVENUE ENHANCEMENT

- Definitely yes: 36.2% (36.2)
- Probably yes: 23% (34.1)
- Probably no: 11.3% (11.3)
- Definitely no: 11.4% (11.4)
- Not sure: 6.2% (6.2)
- Prefer not to answer: 0.8% (0.8)

Total responses: 70% (70%)
SATISFACTION WITH COMMUNICATION

- Very satisfied: 39.3%
- Somewhat satisfied: 44.2%
- Somewhat dissatisfied: 8.8%
- Very dissatisfied: 3.2%
- Not sure: 4.1%
- Prefer not to answer: 0.4%
EFFECTIVENESS OF COMMUNICATION METHODS

- E-mail & electronic newsletters: 56.0% Very effective, 33.7% Somewhat effective
- Smart phone app that would allow you to communicate with the City, report issues, receive updates: 61.9% Very effective, 27.4% Somewhat effective
- City website: 47.0% Very effective, 40.5% Somewhat effective
- Social media sites such as Facebook, Twitter, and Instagram: 52.8% Very effective, 30.9% Somewhat effective
- Materials mailed directly to your house: 41.3% Very effective, 39.5% Somewhat effective
- Text messages: 42.8% Very effective, 34.6% Somewhat effective
- Live-streaming City Council meetings and other public meetings on the City’s website: 32.9% Very effective, 44.2% Somewhat effective
- Town-hall style meetings: 21.7% Very effective, 48.0% Somewhat effective
- Local social-networking websites such as Nextdoor: 29.0% Very effective, 38.3% Somewhat effective
- Advertisements in local papers: 13.6% Very effective, 39.0% Somewhat effective

Advertisements in local papers

Local social-networking websites such as Nextdoor

Live-streaming City Council meetings and other public meetings on the City’s website

Town-hall style meetings

Text messages

Materials mailed directly to your house

Social media sites such as Facebook, Twitter, and Instagram

Smart phone app that would allow you to communicate with the City, report issues, receive updates

E-mail & electronic newsletters
KEY CONCLUSIONS

- Resident satisfaction with Eastvale is high
  - Quality of Life
  - City’s Overall Performance
  - Specific Services
- Staff received high marks for customer service
- City-Resident communication is strong despite challenges
- Opportunity Areas
  - Economic development/shopping, dining & entertainment opportunities
  - Managing growth & providing quality development
  - Community enhancement and safety (code enforcement/neighborhood watch program)
  - Mobility/traffic management
  - Addressing homelessness